

QUARTERLY ISSUES AND NEEDS REPORT...WCLU AM/FM GLASGOW, KY  
3rd QUARTER 2015


1. INTERSTATE 65 WIDENING PROJECT Road construction is in full swing this summer on I-65. WCLU AM and FM aired 60 public service announcements from the Kentucky Transportation Cabinet urging motorists to slow down. The PSAs were from the "My Daddy works There" campaign. The announcements aired from July 10<sup>th</sup> through July 21<sup>st</sup>.
2. . The "To the Brim Food Drive", stocking up the local food pantries for the winter was held on September 3<sup>rd</sup>-5<sup>th</sup> at local grocery stores. WCLU AM and FM aired a two part news story on August 28<sup>th</sup> and 29<sup>th</sup> with Dr. Bharat Mody, organizer of the 'to the brim' food drive promoting the continuing need as well as the locations of the drive and how people can contribute. WCLU also broadcast from the entrance to Walmart on September 3<sup>rd</sup> from 3-5 pm encouraging contributions. At the conclusion Dr. Mody was pleased with the response, but commented "It's never enough"
3. GLASGOW ROTARY CLUB COAT DRIVE Citing the severity of last winter the Family Resource Coordinators of all 6 local elementary schools wanted to start earlier on the annual coat drive. Karissa Peterson, chairman of the Glasgow Rotary Club's coat drive agreed to start earlier and began the drive September 17<sup>th</sup> this year. In support of the effort WCLU AM and FM aired 65 public service announcements from September 12<sup>th</sup> and 17<sup>th</sup> to encourage the community to contribute for those who were in need prior to the harsh winter ahead. The coats were not scheduled to be given out until early November, but a number were donated in preparation .
4. FRIENDS OF BARREN RIVER STATE PARK- Due to state cuts, the amount of public funding to stage the annual fireworks display on July 4<sup>th</sup> was severely underfunded. A group known as the "friends of Barren River State park organized a group to solicit funds from local businesses to make up the shortfall. WCLU AM and FM aired 30 public service announcements from June 18<sup>th</sup> through July 3<sup>rd</sup> to solicit funding. As a result the event happened as scheduled.
5. BACK TO SCHOOL CHANGES With the school year starting back WCLU aired a two part local news story with Chip Jenkins, Transportation Director at Barren County Schools and Tommy Elliot Transportation director at Glasgow Schools, as well as Ricky Line, superintendent of the Hart County Schools. Each emphasized their changes for the routes this year as well as the overall need for safety at each of the drop off and pickup points.

6. WKU GLASGOW ENROLLMENT- Western Kentucky University-Glasgow is now accepting applications for scholarships. These were created by the WKU Foundation to attract underprivileged students to take advantage of the local university. WCLU aired 35 public service announcements with Dr. Sally Ray, Chancellor at WKU G between August 17<sup>th</sup> and 22<sup>nd</sup> promoting this unique opportunity to build enrollment and opportunity.

7. COMMUNITY SOUP KITCHEN EXPANDS HOURS- The Ralph Bunche community center's soup kitchen has grown to the point that they now need to operate 3 days per week. WCLU News aired a live news story on all 5 local newscasts September 1st on WCLU AM and FM with Sue Haynes, director of Community Relief outlining the new days and times on Monday, Tuesday and Thursdays.

8. NEW AG ADVISOR FOR THE COUNTY. With the retirement of Gary Tilghman as the extension leader for Agriculture, WCLU Aired a news story on September 10<sup>th</sup> introducing Chris Schalk and the new County Extension agent for Agriculture. The news story featured an interview with Schalk as well as his office hours, his location, contact information as well as the background he has that has brought him to this point.

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12/6/15  
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